



**REQUEST FOR PROPOSALS**  
**City of Milton**  
**COMMUNICATION CONSULTANT FOR PUBLIC SAFETY STAFFING REFERENDUM**  
**October 5, 2021**

**Introduction:**

The City of Milton is seeking a qualified firm to assist with the passage of a public safety referendum related to Fire and EMS Services within the City of Milton.

This referendum will require significant outreach and education efforts within the community. The City is issuing this RFP for the purpose of selecting the most qualified and competent communication consultant to ensure that the messaging and information sharing with the public is done professionally resulting in a well-informed electorate ahead of the ballot.

The City of Milton specifically reserves the right to reject any or all proposals, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or to proceed to have the service provided in any way the City of Milton deems appropriate.

**Deadline for proposal submission is 8:00 a.m., Wednesday, November 3, 2021.** Please submit four (4) copies of your proposal to:

Al Hulick  
City Administrator  
710 S. Janesville Street  
Milton, WI 53563

Questions and requests for additional information may be submitted to Al Hulick at [ahulick@milton-wi.gov](mailto:ahulick@milton-wi.gov). Email questions are preferred and questions will be responded to by email to all potential consultants. The last day to submit questions is October 21, 2021.

The Selection Committee will review all proposals and intends to enter an agreement with the selected firm by November 24, 2021.

**Scope of Work & Deliverables:**

The City of Milton is seeking the services of an experienced firm to proceed with outreach and educational efforts to inform the electorate of the needs for additional staffing costs for the operations of Fire and EMS services. City staff has already compiled a considerable amount of data, and presented that data and information to the Common Council.

Interested firms should visit the City of Milton's website (<https://www.milton-wi.gov/539/Organization-Funding-Discussions>) to review all pertinent historical data provided to the Common Council and public related to ongoing Fire and EMS Discussions.

The proposing firms must demonstrate significant experience, and successful outcomes in prior efforts they have undertaken specifically for public safety staffing referenda. The City has identified the following items as a scope of work, but interested consultants are invited to make recommendations for any alternative or additional activities that in their professional opinion are necessary for a successful outcome.



- Work with city staff to compile information and create marketing materials that effectively convey the need for a change in service provision for Fire and EMS Services. These materials will be published on the city website and other communication outlets and shared with the community.
- Develop and implement a significant outreach and educational effort within the community including presentations, media outreach, direct mail, social media, information session(s), and any other efforts to ensure the education of the electorate on the subject prior to the April 2022 election.

**Proposal Format:**

Proposals are to follow the following format and contain information listed in this section:

1. Letter of Transmittal introducing the firm and nature of proposal.
2. Narrative Items
  - a. Resumes of principal-in-charge and key technical/professional personnel to be assigned to the project.
  - b. Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Include a proposed schedule for each task/scope item.
3. Past project work on similar projects that your firm has completed; highlighting experience and qualifications. For submitted similar past projects, proposers should include the outcome of the referenda.
4. Scheduling, describe self-monitoring progress and meeting schedule milestones.
5. Supply name, phone number, and/or email for 3 references who will attest to your firm's ability to undertake and complete projects similar to this on time and within budget.

**Cost Proposal:**

The cost of proposed services shall be submitted in a **SEPARATE SEALED ENVELOPE** with a not to exceed lump sum amount for completing the efforts, including meetings you anticipate needing with involved parties.

**Evaluation and Selection Process:**

The Selection Committee will review the qualifications of the respondents and uniformly evaluate them. Under the terms of this RFP, the services shall be provided only by organizations or individuals who are properly qualified to perform the work. A copy of the scoring form is attached for reference.

Scoring criteria are:

1. Staff strength
2. Similarity of past projects, including achieving the desired outcome.
3. Program of work and overall approach to this project.
4. The capacity to perform the work within the time limitations contained within this proposal. If there are foreseen issues with the completion date of April 2022 please indicate an alternative deadline.
5. What sets you apart from other consultants?

After the qualifications of the firms have been evaluated, pricing proposals will be reviewed and considered. Interviews will be scheduled if necessary.